

I claim:

1. Method of managing privacy in transactions, comprising:  
notifying entities involved in transactions of restrictions on the use of  
5 personal and transaction data;  
designating a secure data rights organization to receive and hold the  
personal and transaction data; and  
granting limited rights to the secure data rights organization for the use or  
non-use of the data on a predetermined basis.  
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2. A system for managing privacy of persons in transactions, comprising:  
a plurality of personal privacy notifications in printed or electronically  
transmittable form, the notifications for delivery to other parties involved in  
transactions of persons;  
15 a secure database for receiving and holding personal and transactional  
information for the persons;  
a profile controller in communication with the information in the  
database for providing profiles of personal data to third parties on a  
predetermined basis.  
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3. A method for delivering selected content and targeted recipient-specific  
commercial messages, comprising:  
providing content transmission system to provide selectable content to  
recipients;  
25 holding confidential personal profiles of recipients;  
providing a plurality of commercial messages intended for presentation to  
selected individuals according to personal profiles; and  
integrating the transmission of content selected by a recipient and  
individually targeted commercial messages selected according to recipient  
30 profile, for presentation to the recipient.

4. A system for delivery of broadcast content and recipient-specific commercial messages, comprising:
- a content transmission system connectable to provide selectable content to recipients;
- 5 a privacy trust holding personal profiles of recipients;
- an ad server holding a plurality of commercial messages intended for presentation to selected individuals according to personal profiles; and
  - an integrator connected for control of the content transmission system and ad server to provide content selected by a recipient and individually targeted
- 10 commercial messages selected according to recipient profile.